



BECAUSE
OF YOU



ORANGE BARREL | MEDIA[®]

COLUMBUS, OH

MARKET KIT

COLUMBUS OHIO

EASTON TOWN CENTER

DMA RANKING: 33RD

Available Assets: Digital, Wallscapes, Mall Advertising,
Custom Programs

Easton is an exciting shopping, dining, and entertainment development that welcomes over 30 million visitors per year. Featuring nearly 300 retailers, Easton Town Center is the Midwest's premier shopping and fashion destination.

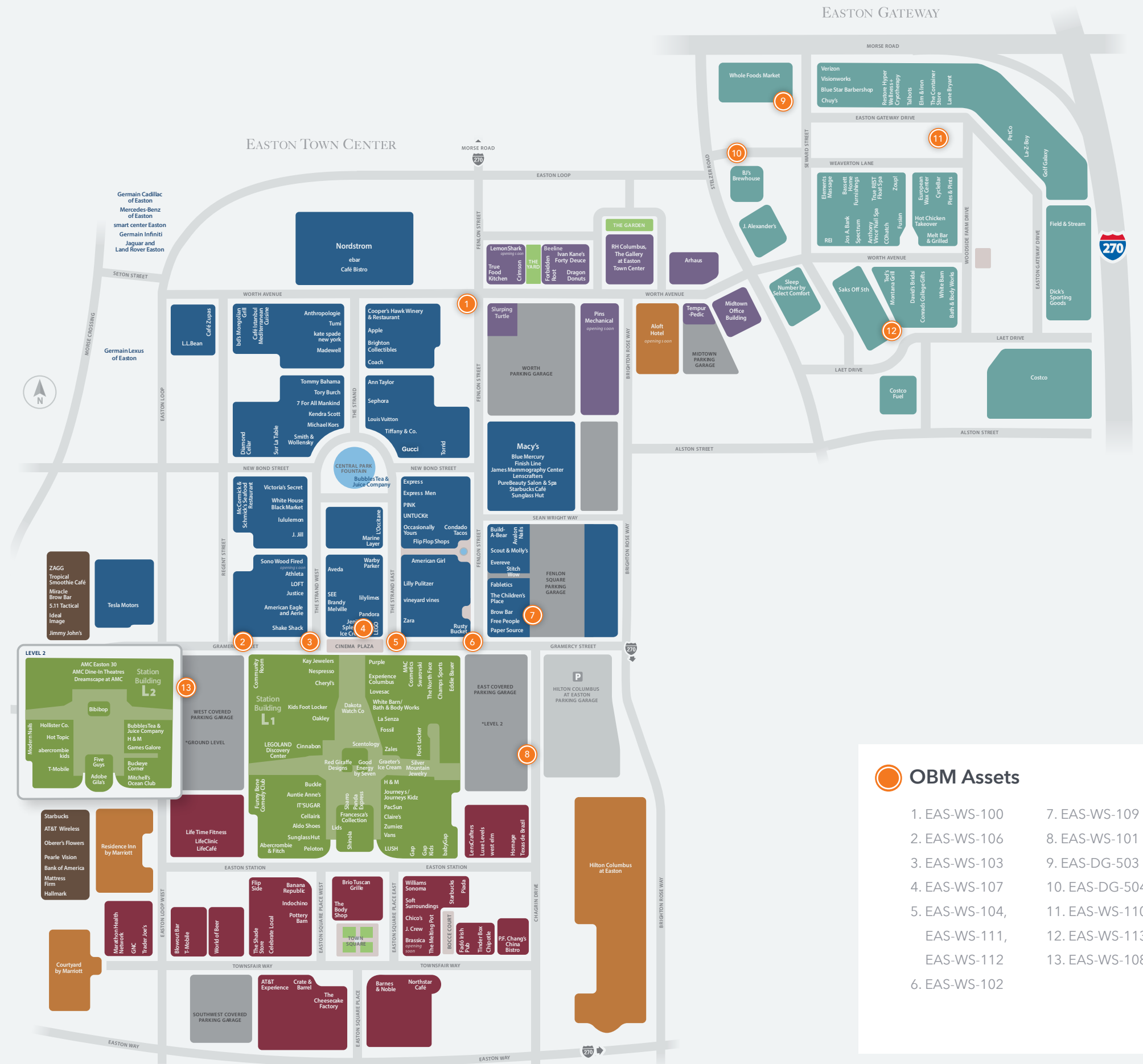
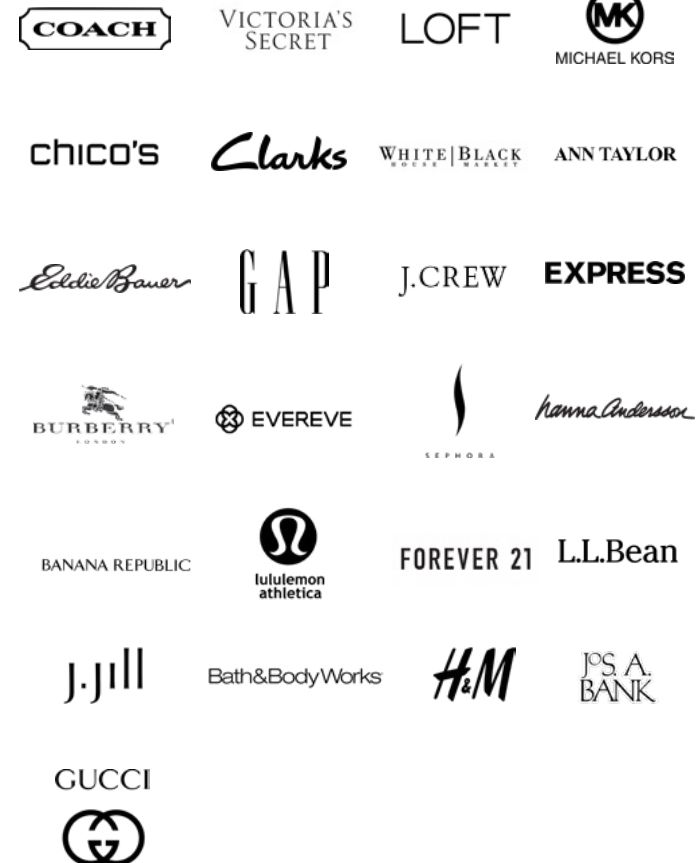
EASTON TOWN CENTER & EASTON GATEWAY

Nestled in an open-air, pedestrian-friendly setting, Easton Town Center boasts more than 1.8 million square feet of mixed-use space, and over 250 of the nation's most sought-after retailers. The development's convenience, accessibility, and location have made Easton Town Center one of the area's leading urban retail centers. Distinctive shopping and dining are just part of what makes Easton Town Center such a popular destination. Easton also offers a wide variety of entertainment options including a world-class comedy club, Ohio's largest movie theatre and free outdoor concerts. The addition of Easton Station, Easton's only enclosed building which is reminiscent of a retrofitted train station, as well as a 2-acre park with many fun pop water features, makes Easton a summertime favorite amongst children and families. With a winning combination of indoor and outdoor shopping and activities, visitors can enjoy all that Easton has to offer year-round.



A FASHION DESTINATION

- ## Easton Town Center Retail



- # OBM Assets
- | | |
|----------------|----------------|
| 1. EAS-WS-100 | 7. EAS-WS-109 |
| 2. EAS-WS-106 | 8. EAS-WS-101 |
| 3. EAS-WS-103 | 9. EAS-DG-503 |
| 4. EAS-WS-107 | 10. EAS-DG-504 |
| 5. EAS-WS-104, | 11. EAS-WS-110 |
| EAS-WS-111, | 12. EAS-WS-113 |
| EAS-WS-112 | 13. EAS-WS-108 |
| 6. EAS-WS-102 | |

EAS-DG-503

DIGITAL SPECTACULAR

Digital Displays on Morse Road

- This double-sided digital display is located right next to Easton Gateway - Easton’s newest expansion
- This unit is at the entrance and exit ramp to I-270, showing to heavy vehicular traffic both entering and exiting the Easton area

Size:
(2) 9’ H x 16’ W

Latitude:
40.0571

Longitude:
-82.9085

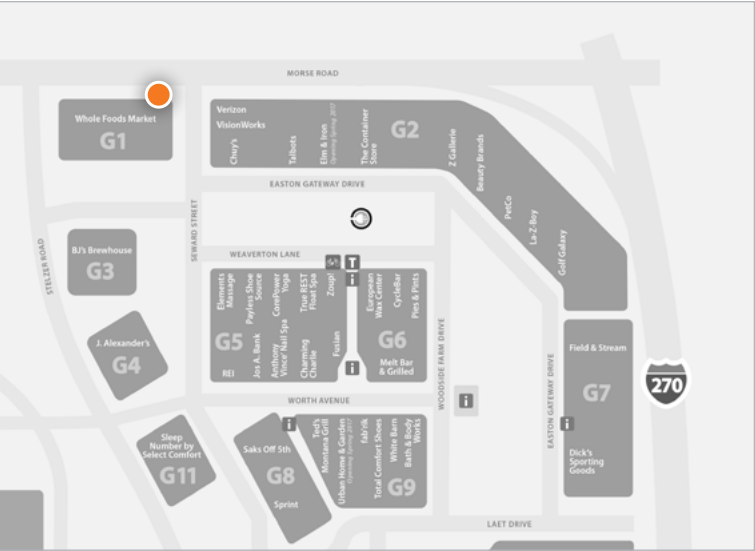
Facing:
East and West

**Wkly IMPs 18+
for 7.5MPH:**
85,868

Illumination:
9a-2a

Restrictions:
Art subject to landlord approval

Neighborhood:
Easton



Note: All artwork must be submitted 7 business days before contracted start date for creative approvals. OBM reserves the right to make up for any lost impressions throughout the course of the campaign. This ensures no impressions are lost due to digital outages, or any period of time where space is otherwise unavailable.

EAS-DG-504

DIGITAL SPECTACULAR

Digital Displays on Stelzer Road

- The double-sided digital on Stelzer Road is located in Easton Gateway - Easton’s newest expansion
- Located at the corner of Worth Avenue and Stelzer Road, this unit shows to traffic both entering and exiting the Easton area

Size:
(2) 9’ H x 16’ W

Latitude:
40.0560

Longitude:
-82.9100

Facing:
North and South

**Wkly IMPs 18+
for 7.5MPH:**
155,370

Illumination:
9a–2a

Restrictions:
Art subject to landlord approval

Neighborhood:
Easton



Note: All artwork must be submitted 7 business days before contracted start date for creative approvals. OBM reserves the right to make up for any lost impressions throughout the course of the campaign. This ensures no impressions are lost due to digital outages, or any period of time where space is otherwise unavailable.

EAS-WS-100

WALLSCAPE

Nordstrom Wall / Visible to West
Bound Traffic

- This spectacular horizontal unit shows to a huge audience at Central Ohio’s most visited attraction. Located adjacent to Nordstrom, this wallscape faces a primary east/west pedestrian and vehicular traffic route
- This large unit greets shoppers as they enter the North District from multiple parking areas to visit such stores as Apple, Coach, Gucci and Tiffany & Co
- With its eclectic collection of stores from Tiffany & Co to Sur La Table to The North Face, its choice of casual dining to Columbus’ premier seafood and steak experience at Mitchell’s Ocean Club, and its creative design incorporating multiple indoor and outdoor venues, Easton Town Center offers a unique shopping, entertainment and advertising opportunity

Size:
14'-3.75" H x 44'-0.5" W

DEC:
68,495

Latitude:
40.0541

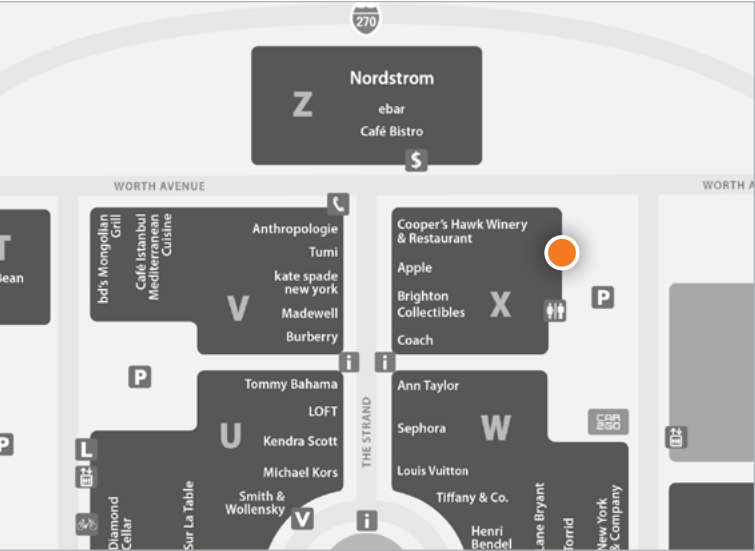
Illumination:
No

Longitude:
-82.9144

Restrictions:
Art subject to landlord approval

Facing:
East

Neighborhood:
Easton



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

EAS-WS-101

WALLSCAPE

East Garage, East Elevation

- Above the entry to one of the central parking garages on property, this unit shows to a huge audience as they enter Easton Town Center, the most visited destination in Central Ohio
- This unit reaches visitors headed into Easton Station Building, the heart of the property. Also located in close proximity to AMC Theatres, Macy's, Rusty Bucket Tavern, and American Girl

Size:
11'6" H x 27' W

Latitude:
40.0509

Longitude:
-82.9132

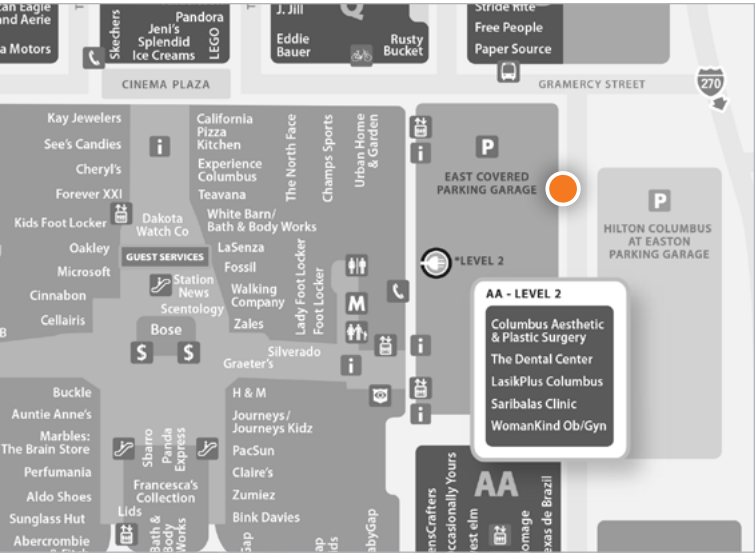
Facing:
East

DEC:
68,495

Illumination:
No

Restrictions:
Art subject to landlord approval

Neighborhood:
Easton



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

EAS-WS-102

WALLSCAPE

East Garage, North Elevation

- This wallscape shows to traffic entering one of the busiest garages at Easton Town Center
- It has a long read down Fenlon Street, reaching crowds heading to Macy's, American Girl, Build-A-Bear, and Rusty Bucket Tavern

Size:
22" H x 67'-8" W

DEC:
68,495

Latitude:
40.0515

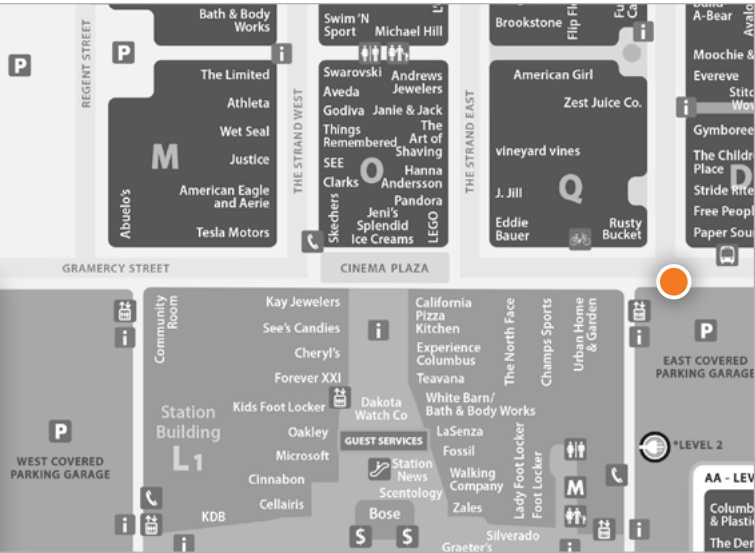
Illumination:
No

Longitude:
-82.9140

Restrictions:
Art subject to landlord approval

Facing:
North

Neighborhood:
Easton



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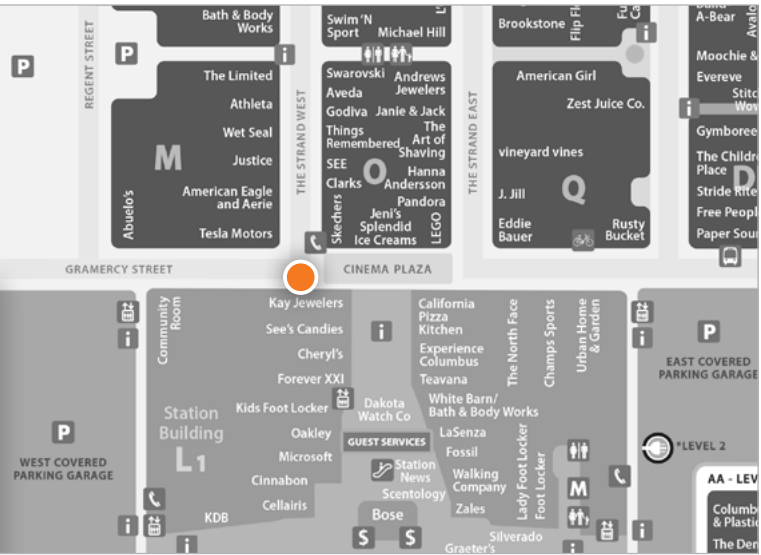
EAS-WS-103

WALLSCAPE

AMC West Wall

- The AMC west wallscape covers the right side of the Easton Station Building's north-facing wall, making it visible to shoppers moving around the North District of Easton
- It sits above the busy north entrance of the Easton Station Building, The Town Center's highest traffic venue

Size: 26'-4" H x 41'-3" W	DEC: 68,495
Latitude: 40.0516	Illumination: No
Longitude: -82.9156	Restrictions: Art subject to landlord approval
Facing: North	Neighborhood: Easton



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

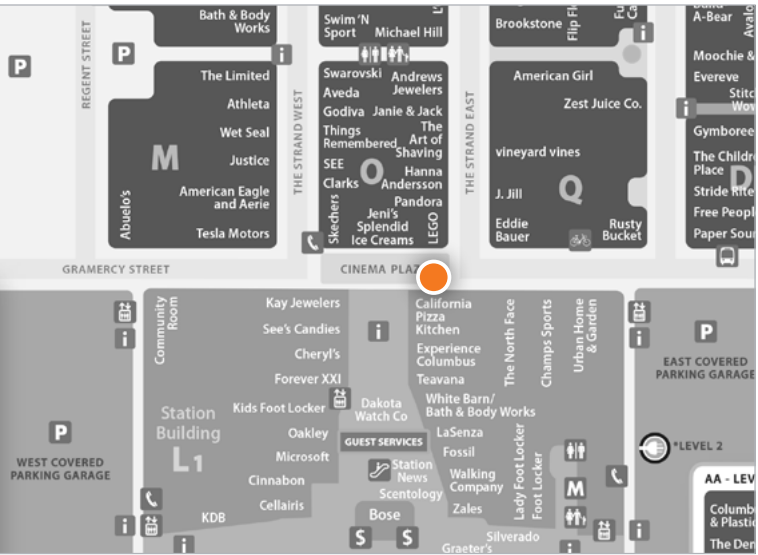
EAS-WS-104

WALLSCAPE

AMC North Face Wall

- This incredible unit creates a dominant presence at central Ohio’s most visited destination
- This great wallscape greets shoppers as they enter The North Face store and Easton Station Building, the Town Center’s highest traffic venue

Size: 39’-8” H x 41’-3” W	DEC: 68,495
Latitude: 40.0516	Illumination: No
Longitude: -82.9156	Restrictions: Art subject to landlord approval
Facing: North	Neighborhood: Easton



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

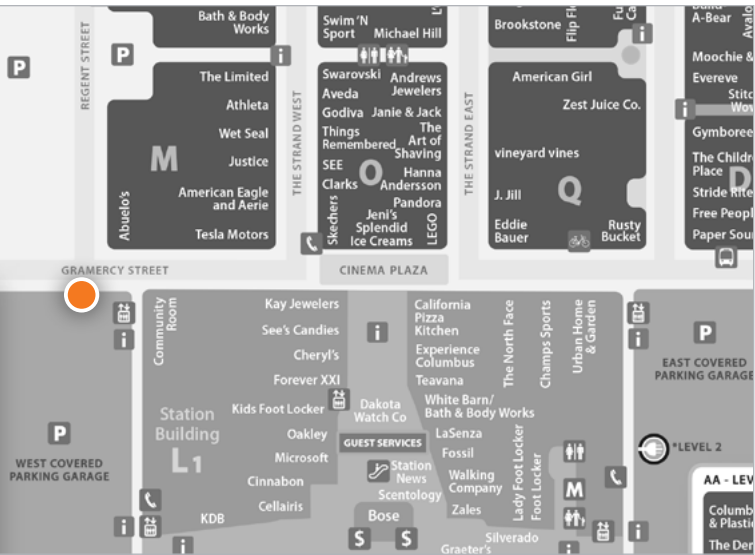
EAS-WS-106

WALLSCAPE

West Garage Landscape

- Positioned above the primary entrance to Easton Town Center’s most trafficked garage and facing the North District shopping area, this large unit displays to significant pedestrian and vehicular traffic
- This large advertising canvas offers flexibility, creativity and powerful branding opportunity to the audience of Central Ohio’s most visited attraction
- This wallscape is a canvas to create a memorable advertising statement, offering the opportunity to not only reach a large initial audience, but to create a secondary level of campaign exposure as those who have seen the display describe it to friends and family

Size: 21’-6” H x 56’-6” W	DEC: 68,495
Latitude: 40.0515	Illumination: No
Longitude: -82.9164	Restrictions: Art subject to landlord approval
Facing: North	Neighborhood: Easton



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

EAS-WS-108

WALLSCAPE

West Garage Wall

- This enormous unit shows to a huge audience as they enter one of the busiest garages at Easton Town Center, the most visited destination in Central Ohio
- This unit has head-on read to vehicles streaming in from Easton Way/Easton Loop West to find easy parking and access to the best shopping, dining, entertainment
- Inescapable to visitors heading to Life Time Fitness, Funny Bone Comedy Club, LEGOLAND Discovery Center, AMC Theatres, as well as endless dining and shops in the Station Building

Size:
35' H x 28' W

DEC:
68,495

Latitude:
40.0509

Illumination:
No

Longitude:
-82.9174

Restrictions:
Art subject to landlord approval

Facing:
West

Neighborhood:
Easton



EAS-WS-109

WALLSCAPE

Fenlon Square Garage

- This amazing unit shows to a huge audience as they enter one of the busiest garages at Easton Town Center, the most visited destination in Central Ohio
- This unit has a long read up Chagrin Drive, on the way to Fenlon Street, and the Easton Station Building, the heart of Easton Town Center
- Inescapable to shoppers heading to Macy's, American Girl, Build-A-Bear, and Rusty Bucket Tavern

Size:
Left: 34'-4" H x 11' W
Middle: 34'-4" H x 15'-4' W
Left: 34'-4" H x 11' W

Latitude:
40.0517

Longitude:
-82.9130

Facing:
South

DEC:
68,495

Illumination:
No

Restrictions:
Art subject to landlord approval

Neighborhood:
Easton



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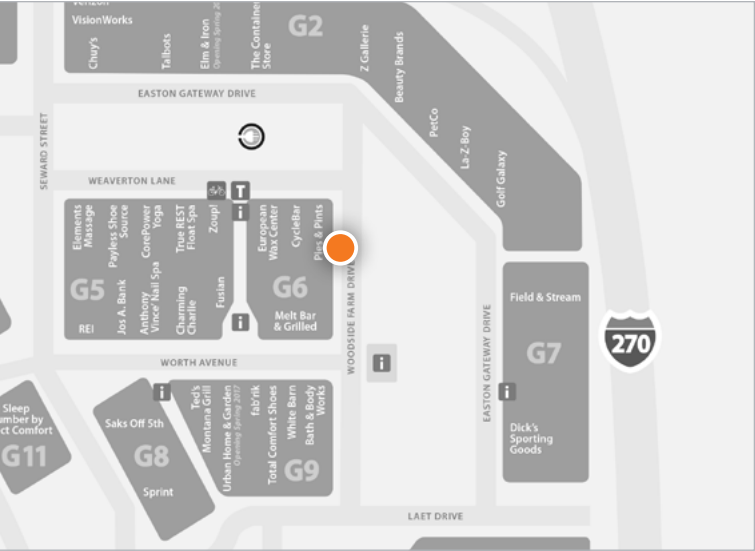
EAS-WS-110

WALLSCAPE

Woodside Farm Drive

- The six-panel wallscape off Woodside Farm Drive reaches significant vehicular and pedestrian traffic at Easton Gateway, Easton’s newest development
- Sandwiched between Pies & Pints and Melt, adjacent to shops, spa services, and co-working space, this unique wallscape will reach significant crowds
- It directly faces the main massive parking lot on the property, for shoppers of Costco, Dick’s, Golf Galaxy, and Field & Stream, so it will target most visitors to the property

Size:	DEC:
(2) upper panels: 10’ H x 27’-4” W each	68,495
(4) lower panels: 12’ H x 12’ W each	
Latitude: 40.0556	Illumination: No
Longitude: -82.9067	Restrictions: Art subject to landlord approval
Facing: East	Neighborhood: Easton



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

EAS-WS-113

WALLSCAPE

Laet Drive

- This wallscape is located at Easton Gateway, Easton’s newest development
- Sitting in the south parking lot off of Laet Drive, this unit catches crowds going to Saks Off 5th, Costco, Ted’s Montana Grill, and other retail and dining options on the property
- The wall is visible to vehicular traffic entering the property, as well as pedestrians walking through the various retail and dining options

Size:
12’ H x 24’ W

Latitude:
40.0547

Longitude:
-82.9077

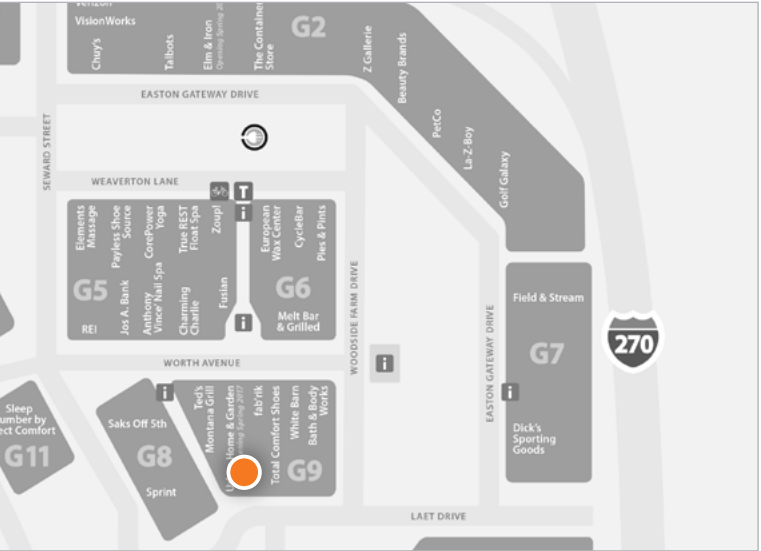
Facing:
South

DEC:
68,495

Illumination:
No

Restrictions:
Art subject to landlord approval

Neighborhood:
Easton



THANK YOU

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